

Message Text

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ACTION EA-09

INFO OCT-01 AS-01 ISO-00 EB-07 /018 W
-----094795 270850Z/10

R 270751Z JUN 77
FM AMEMBASSY TOKYO
TO USDOC WASHDC
INFO SECSTATE WASHDC 8956
AMCONSUL HONG KONG

UNCLAS TOKYO 9557

FOR OIM/MIYAKAWA

E.O. 11652: N/A
TAGS: BEXP, JA
SUBJECT: CLOSE-OF-EXHIBITION REPORT: ANALYTICAL CHEMISTRY/APPLIED
SPECTROSCOPY INSTRUMENTS EXHIBITION, JUNE 20-24, 1977

1. U.S. FIRMS SEEKING REPRESENTATION: SEVEN

(A) SALES REPRESENTATIVES APPOINTED: FOUR

EXPECTED NEXT 12 MONTHS: ONE

LEADS OBTAINED: THIRRTY-FIVE

(B) LICENSEE AGREEMENTS SIGNED: NONE

EXPECTED NEXT 12 MONTHS: ONE

LEADS OBTAINED: TWO

(C) JOINT VENTURE AGREEMENTS SIGNED: NONE

EXPECTED NEXT 12 MONTHS: ONE

LEADS OBTAINED: ONE

SALES: \$10,789,723

(A) ACTUAL DURING EVENT: \$994,723

(1) NTM: \$874,723

(2) OTM: \$120,000

(B) EXPECTED NEXT 12 MONTHS: \$9,795,000

(1) NTM: \$8,595,000

(2) OTM: \$1,200,000

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(C) LEADS OBTAINED: 1,392

(1) NTM: 1,162

(2) OTM: 230

3. REGISTERED VISTORS: 1,485 (1,619 HAND-COUNT)

4. TOTAL PARTICIPANTS: TWENTY-SEVEN REPRESENTING THIRTY-SEVEN

(.5.-34, OTM-3)

5. PRIMARY PARTICIPATION OBJECTIVE:

- (A) FULLY ACHIEVED: THIRTY
- (B) PARTIALLY ACHIEVED: SEVEN
- (C) FAILED TO ACHIEVE: ZERO

6. U.S. EXHIBITORS WITH REPRESENTATIVES ATTENDING FROM U.S.:

FIFTEEN

7. NARRATIVE:

(A) PROF. SHUN ARAKI, PRESIDENT OF THE JAPAN SOCIETY FOR ANALYTICAL CHEMISTRY AND MR. JUSTIN L. BLOOM, COUNSELOR FOR SCIENTIFIC AND TECHNOLOGICAL AFFAIRS, AMERICAN EMBASSY, OPENED THE EXHIBITION AT THE EXCEPTION OF THE EVENING OF JUNE 20 ATTENDED BY 200 KEYMEN, PRESS REPS AND SPECIAL GUESTS.

(B) TOTAL SALES OF \$10,789,723 WAS, ACCORDING TO TTC RECORDS, THE HIGHEST SALES FIGURE EVER ACHIEVED AT ANY OF THE THIRTEEN TRADE CENTERS IN THIS PRODUCT THEME.

(C) FOR FIRST TIME IN TTC HISTORY, ONE OF EXHIBITORS, FLOW TECHNOLOGY INC OF PHOENIX, ARIZONA, APPOINTED NOT ONLY JAPANESE AGENT BUT ALSO PENETRATED ANOTHER ASIAN MARKET BY APPOINTING TAIWANESE REP AS A RESULT OF EXHIBITION. ALSO TWO OTHER EXHIBITORS, CALBIOCHEM, LA JOLLA, CHALIF, AND MICROMERITICS INSTRUMENT DIS CORP, NORCROSS, GEORGIA, PENETRATED NEW COUNTRY MARKETS, KOREA AND TAIWAN, UNCLASSIFIED

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IN ADDITION TO JAPANESE MARKET AS RESULT OF PARTICIPATION IN THIS SHOW.

(D) DESPITE JAPANESE RAINY SEASON REGISTERED ATTENDANCE WAS EXCELLENT. DAILY BREAKDOWN WAS: 6/20 - 135, 6/21 - 282, 6/22 - 316, 6/23 - 340, AND 6/24 - 412. MORE THAN 30 PERCENT OF TOTAL REGISTERED VISITORS WERE FROM OUTSIDE OF METROPOLITAN TOKYO AREA, A FIGURE FAR IN EXCESS OF THE NORMAL AVERAGE OF 15 - 20 PERCENT FOR THIS SHOW.

(E) ALL EXHIBITORS ACHIEVED THEIR MARKETING OBJECTIVES (30 FULLY ACHIEVED, 7 PARTIALLY ACHIEVED, 0 FAILED TO ACHIEVE) AND WERE SATISFIED WITH QUALITY AS WELL AS QUANTITY OF VISITORS.

(F) RESULTS OF THIS EXHIBITION HAVE STRONGLY CONVINCED POST THAT HIGHLY SOPHISTICATED U.S. MADE INSTRUMENTATION EQUIPMENT SUCH AS WAS EXHIBITED AT THIS SHOW IS STILL A STRONG AND VIABLE THEME IN THIS MARKET. CONTINUOUS EXPOSURE OF AMERICAN INSTRUMENTATION EQUIPMENT THROUGH TRADE CENTER EXHIBITIONS WILL PROVIDE CONSIDERABLE ASSISTANCE TO U.S. MANUFACTURERS. THUS WE SHOULD PROGRAM THIS THEME AGAIN AS RECOMMENDED TOKYO 4366.

MANSFIELD

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Message Attributes

Automatic Decaptioning: X
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Concepts: n/a
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Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
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Original Previous Classification: n/a
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Review Release Date: n/a
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Review Withdrawn Fields: n/a
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Secure: OPEN
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